



**FILE COPY**

**CERTIFICATE OF INCORPORATION  
ON CHANGE OF NAME**

**Company Number 6721570**

The Registrar of Companies for England and Wales hereby certifies that under the Companies Act 2006:

**SIMPLY BECAUSE LTD**

a company incorporated as private limited by shares, having its registered office situated in England and Wales, has changed its name to:

**BECAUSE BRAND EXPERIENCE LTD**

Given at Companies House on **17th August 2015**



\* N06721570F \*

The above information was communicated by electronic means and authenticated by the Registrar of Companies under section 1115 of the Companies Act 2006



**Companies House**



**THE OFFICIAL SEAL OF THE  
REGISTRAR OF COMPANIES**



**Notice of Change of Name by Resolution**

Company Number: **06721570**

Company Name: **SIMPLY BECAUSE LTD**

Received for filing in Electronic Format on the: **17/08/2015**

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Notice is hereby given that the company has changed its name as set out in the attached resolution

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## **Authorisation**

Authenticated

This form was authorised by one of the following:

Director, Secretary, Person Authorised, Administrator, Administrative Receiver, Receiver, Receiver manager, Charity Commission Receiver and Manager, CIC Manager

COMPANIES ACT 2006  
SPECIAL RESOLUTION ON CHANGE OF NAME

Company number: 06721570

Existing company name:  
SIMPLY BECAUSE LTD

The following special resolution to change the name of the company was agreed and passed by the members.

On the 17th August 2015

That the name of the company be changed to:  
BECAUSE BRAND EXPERIENCE LTD